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GIG A.I.

An Intelligent platform that uses Generative Artificial Intelligence to help create market linkages and a framework between Weavers , Artisans, Frontline Product Innovators & Creative Manufacturers based in Rural Communities and Tier2 ,Tier3 Cities of India.

PROBLEM STATEMENT

- ▶ The Creative Manufacturing Sector of India that consists of Weavers and Artisans and Craft Producers have been around for a long time, but with no online presence. They have No software, No systems. A lot of them varying from the likes of Govt aided SHG (Self Help Groups)- to Handicraft Artisans Clusters lack the technical expertise and resources to actually build online presence, build marketing material. That's a big part of our customer base.
- ▶ We are building on that momentum and by using advances in the world of AI we are bridging the gap between Consumers To Artisans and Weavers in India.
- ▶ We are making these **Frontline Innovators** Product Manufacturers diversify their current supply chain who are being exploited by middleman who works on sales commission, NOT enabling them to provide service outside this constrained supply chain, They are dependent upon a single middleman who procures and sells their products in the market and paying them minimum wages.

MARKET DEFINITION

- ▶ What does Frontline innovators mean
- They are Individual Weavers & Artisans , A personnel of Creative Manufacturer (individual and small-scale units) and Handmade crafts (CMH) sector.
 - ▶ But why are they called Frontline
- Anyone who directly interacts with the market is a frontline personnel, they could put themselves into customers shoes listen sincerely and understand the customers needs.
- But today's market scenarios have deprived them of this privileged interaction and is dependent on Middle-man and Commission Agents for their sales who end up pocketing the profit % sale as their commission paying only the base margin to the maker.
 - ▶ That we intend to change. they are our target customers.

OUR PRODUCT

- A Generative A.I. model using prompts engineered for every input deployed. For every prompt that is input an output of the particular seller is displayed and can contact them directly without any Middleman.
- Our platform is helping them to look beyond a single channel and diversify their current value chain to have access to more customers and orders establishing market linkages. We are connecting them with consumers in other demography's and outside India who are looking to source directly without any Middle-Man and Commission Agents.
- Our A.I. Powered Real Time Crafts Connect has been modelled to help scale the Weavers and Artisans of India, Our A.I. Model answers users questions and proactively suggests them about which Handicraft Weaver and Artisan to select along with their Product Specialty to select. Our Artificial Intelligence product is powered by an NLP Model and with Our in-house made proprietary knowledge map it is able to carefully output user responses.

PRODUCT USP

- Our A.I. Model that we are deploying has never been deployed like the way we have modelled it. Numerous research has been done on this and data samples have been collected and we are confident in claiming that our solution does not exist in India the way we are developing it. And we are the first to deploy it.
- We are also in the process of filing our design and utility patent to IP Protect our technology.
- For the Creator- Their current supply chain is getting diversified as they are able to have consumers reach them directly without any Middleman and Commission Agents.
- For the Consumer - They are able to have access to a wide range of Carefully verified Weavers and Artisans in real time as per their consumer needs and source products directly from them whether to launch their own Personal Brand or having to launch a new retail outlet who can cater to their needs and many more such use cases.

COMPETITORS

- Private Ecommerce Companies and White label Ecommerce sites are present in the market (*A White label Ecommerce is when a site that is owned by somebody else and sells a weavers product adding their own profit margin at the time of checkout*)
- White label Ecommerce Sites act as a middle-man digitally and account a major share of the sold goods profit margin paying minimum wages to the weaver, Individual Weaver and Manufacturers are not able to sell their INNOVATIVE products due to these long-standing market exploitation by Online and Offline Middleman but are still forced to depend on them for a living and in scaling their business.
- During my conversation prior to our closed launch, Manufacturers from Himachal , Kashmir and from 3 other states in India have mentioned that they are exploring every available way to scale beyond Middleman and have access to a larger customer base.

COMPETITORS INSIGHT

- ▶ eCommerce is not a solution for these enterprises
- ▶ Prior to our PROOF-OF-CONCEPT Testing we realized that many WEAVERS & ARTISANS despite having Technology literacy were reluctant to adopt an Ecommerce presence as it did not sit well with them. The most common constraint was ;
 - Hosting costs and LISTING COSTS
 - Fake Products flooding the market and Copycats of their creation.
 - Predatory pricing in their Marketplaces
 - Lack of their Product Exposure
 - Unable to display their products USP (Unique Selling Point)

Why do we do ,What we do & Customer Segment 1 / 2

- India has over 35,22,512 handloom workers, out of which over 70% of weavers and allied workers are female. Similarly, out of the total 31.45 Lakh households involved in handloom activities, 88.7% of weaver households are in rural areas.
- 35 lakh handloom weavers and 27 lakh handicraft artisans including Regional Clusters would be benefited by this project because we are linking them directly to the consumers. And will pave way for future E-weaver and E-artisans to work and sell outside the current supply chain.
- The rise of this sector is vital to fight poverty and is an important medium for generating employment and empowering Districts and Rural India.
- As we deploy an A.I. Solution with information captured at the time of registration the need for payment of product listing fees and hosting costs that are a requirement on Ecommerce sites are non existent on our platform, saving huge costs for weavers and artisans who are dependent on such sites
- Sellers have complained about predatory pricing and fake products these factors do not lie on our platform making it more reliable for the weaver.

Customer Segment 2/2

- The CMH sector till today follow traditional business practices especially from Tier2 & Tier3 Cities and are looking for viable solution to have them freed from the clutches of Middleman and Agents.
- We deploy analytics to measure the user engagement and outreach of our platform.
- We measure users on the platform and the engagement data to derive our success graph. Also we measure the registered user accounts from every demography giving us an arial view of India's demography success in that region.
- The registrations and users sign ups have already been rising ever since we put up one social media post asking if anyone will be interested in using if we build such a platform

This built an even stronger conviction in our model and gave the confidence to deploy our framework to a larger audience.

- ▶ Weavers earn 300 Rs/- to 500 Rs/- for their sold goods and the majority of the share is pocketed by the Middleman and the current Industry & technology landscape does not cater to their particular needs.

MARKET SCOPE

OUR SWOT Analysis

- ▶ Overview – The sector contributes 11% India's overall GDP generates employment and livelihoods in Rural & in Tier2 , Tier3 cities.
- ▶ Strength- It is 100% genuine, and the manufacturers build products whose quality are of International standards.
- ▶ Weakness – Lack of Digital presence catered to their very specific needs and facing constant exploiting at the hands of Middleman.
- ▶ Opportunity – If streamlined and omitted non-contributing personnel from this operational value chain it will boost manufacturers revenue and per income capita of this sector to a large extent.
- ▶ Threats – Commissions from Agents and Middleman who net maximum of the profit. Digital Literac

TRACTON

- ▶ During our closed Beta Launch we have had consumers sign up from UK, Canada & Australia for GIG A.I. user wait list
- ▶ Many Enterprises from Himachal & Kashmir and from 3 other states of India have reached out us and signed up for our product launch with excitement of scaling without Middleman.
- ▶ The Union Ministry of Information and Technology, Govt of India reached out to us with a Zoom meeting invite to be considering us for the Artificial Intelligence (GPAI) Summit in New Delhi.
- ▶ With product iteration and maintaining a constant feedback loop we will roll out our product to a wider audience digitalizing the supply chain.
- ▶ Our solution will impact and benefit over 35 lakh product producers and mini entrepreneurs in this sector from the whole Creation- to-Consumption supply chain in India.

FUTURE PLAN

WHY NOW ? -

- ▶ With the advent of A.I. and an increase in digital penetration by the availability of low cost smart phones in India, enterprise owners are exploring way to diversify their channel and earn more revenue.

HOW ARE WE DIFFERENT IN THE MARKET ? -

- ▶ We are applying the advances in A.I. to a long standing problem in the market and we are bridging the digital gap for them.
- ▶ Since our product is built with an A.I. stack we can scale out our product offerings and services more easily, circumventing the problem of selling and distributing to a huge customer base.
- ▶ With our product you can start delivering a ton of value that a customer might not have had couple years back, We can now deliver service to even someone as a Handicraft Weaver or even Self Help Groups (SHG) who wouldn't have the resources to scale and access with such ease as our product is tailored to help Craft based Manufacturers of every scale.

Support Required

- ▶ Financial
- ▶ GTM Infrastructure support

TEAM

▶ Shakthi.G - Founder & Product Architect (Full Time)

▶ Shridhar.S – BDM

Ex KPMG Mumbai office -- (At the moment he is onboard with us only part time but will join full time soon)